



...WOULD
BE IN THE
VICINITY OF A
WELL-KNOWN
PRIVATE
ELEMENTARY
SCHOOL?

A
PROPERTY
WITH
GOOD
YIELD...



THAT IS
CORRECT.



THEREFORE,
IT FOLLOWS
THAT A "GOOD
PROPERTY"
IS A PLACE
THAT'S NEVER
VACANT.

REAL
ESTATE
YIELDS ARE
100% BASED
ON OCCU-
PANCY.



AND ONE SUCH PLACE WOULD BE IN THE VICINITY OF A WELL-KNOWN PRIVATE ELEMENTARY SCHOOL.

A PROPERTY WILL BE IN DEMAND IS BECAUSE IT MEETS PEOPLE'S NEEDS.



A BRAND NAME PREP SCHOOL THAT'S AN ESCALATOR.



PREFERABLY A BRAND NAME PREP SCHOOL THAT'S AN ESCALATOR FROM ELEMENTARY SCHOOL TO COLLEGE.



WHY IS THAT? PLEASE EXPLAIN.



WHAT?
THERE IS
ONE?



WHY DON'T
WE GO AND
CHECK OUT
SUCH A
PROPERTY?



TRUE. ALL
I COULD
DO HERE
WAS LOOK.

SINCE YOU'RE
LOOKING TO
PURCHASE A
PROPERTY WITH
50 MILLION YEN
IN CASH, THIS
100 MILLION
CONDO WOULD
BE OUT OF
YOUR REACH.



SUITED?
HVL... WHERE
COULD
THAT BE?

SO I'VE GOT
A PROPERTY TO
SHOW
YOU THAT'S
SUPER SUITED
TO YOU.





I'LL
EXPLAIN
THE
SITUATION
TO YOU IN
A BIT.



I CAN'T
BUY IT
WITH 50
MILLION
YEN.

70
MILLION
YEN?



300
METERS
FROM
HERE...



LET'S SEE...
NOW AS
YOU CAN SEE,
THIS IS THE
LOCATION OF
THIS UNIT.



THE ADDRESS OF
THE UNIT IS WITHIN
WALKING DISTANCE
FROM THE SCHOOL.
IN OTHER WORDS,
IT WILL BE HUGEY
ADVANTAGEOUS
WHEN THE TIME
COMES FOR
ENTRANCE EXAMS.

...IS A
SUPER FAMOUS
ACADEMY THAT'S
AN ESCALATOR
FROM
ELEMENTARY
SCHOOL TO
COLLEGE.



CORRECT.
THESE UNITS
ARE IN
PERPETUAL
DEMAND
BECAUSE
OF THAT.

I SEE... SO
PARENTS
SENDING THEIR
KIDS TO THE
FAMOUS
SCHOOL WILL
RENT A PLACE
LIKE THIS, IS
THAT IT?



I SEE...

AS LONG AS THE
SCHOOL DOESN'T
MOVE LOCATIONS,
PROPERTY VALUE
WON'T DIMINISH,
SO IT HAS A
STABLE YIELD AND
WILL ALWAYS
REMAIN
PROFITABLE.

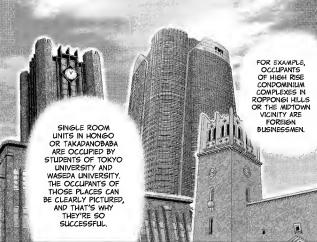


...ARE
PROPERTIES
WHERE YOU
CAN SEE THE
FACES OF
THE OCCU-
PANTS!

PLACES TO
SEEK WHEN
INVESTING
IN REAL
ESTATE...



WHERE
YOU CAN
SEE THE
FACES OF
OCCU-
PANTS?



SINGLE ROOM
UNITS IN HONGO
OR TAKADANOBABA
ARE OCCUPIED BY
STUDENTS OF TOKYO
UNIVERSITY AND
WASEDA UNIVERSITY.
THE OCCUPANTS OF
THOSE PLACES CAN
BE CLEARLY PICTURED,
AND THAT'S WHY
THEY'RE SO
SUCCESSFUL.

FOR EXAMPLE,
OCCUPANTS OF HIGH RISE
CONDOMINIUM
COMPLEXES IN
ROPPONGI HILLS
OR THE MIDTOWN
VICINITY ARE
FOREIGN
BUSINESSMEN.



YOU CAN'T
WIN AT THIS
GAME IF YOU
DON'T HAVE A
CLEAR GRASP
OF THE
COMMERCIAL
VALUE OF
PROPERTIES IN
QUESTION.

IN SHORT,
LOCATION
IS EVERY-
THING
IN REAL
ESTATE.



INVESTORS
MUST ASSESS
THE MARKET
THOROUGHLY
ON THEIR
OWN.

WHAT KIND
OF NEEDS
DOES THIS
PROPERTY
MEET?
WHO WILL
BE ITS CUS-
TOMERS?



DID THAT RING A BELL OR
SOME-
THING?



ASSESS
THE
MARKET?



OH.



WELL...
THERE'S
SOMEBODY I
KNOW WHO
SAID THE
SAME
THING.



SO CAFES
AND REAL-
ESTATE ARE
FUNDAMENTALLY
THE SAME.
WHAT THEY
SAID WAS
REALLY TRUE.



THAT'S WHAT
THE OWNERS OF
THE CAFE THAT
SAKURA-CHAN'S
MOM BOUGHT
SAID. "THE
MARKET HAS
TO BE ASSESSED
TO DO
BUSINESS."





A
DISCOUNT
OF 20
MILLION
YEN?

WHAT?



I'LL SEE
IF HE WILL
DROP THE
PRICE FROM
70 MILLION
YEN TO 50
MILLION
YEN.

SO I WILL
DO A LITTLE
NEGOTIATING
WITH HIM.



OF COURSE
I CAN'T
GUARANTEE
HE'LL GO
FOR IT, BUT
THERE IS A
POSSIBILITY.

IS THAT
EVEN
POSSIBLE?



IF I PRESENT
THE IDEA TO HIM
OF A LUMP SUM
PAYMENT, I THINK
HE DEFINITELY
WOULD BE
INTERESTED.

THE DUE DATE
FOR THE TAX
IS FAST
APPROACHING,
THE OWNER
NEEDS CASH
AS SOON AS
POSSIBLE.



...DON'T
YOU THINK
THAT'S TOO
STEEP OF A
DISCOUNT?

I'D
SURE
LIKE
THAT,
BUT...



ANYWAY,
I'LL
DISCUSS IT
WITH THE
OWNER.
LEAVE IT
TO ME.



OH?
IS THAT
SO?



YOU
SHOULD
NEVER BUY
REAL
ESTATE AT
IT'S POSTED
PRICE.

IT'S
POSSIBLE.



IT'S AN
IRONCLAD
RULE; YOU
HAVE TO BE
LIKE THE
STEREOTYPICAL
OSAKA
GRANNIES
WHO DEMAND
A BARGAIN.

YOU MUST
ALWAYS
NEGOTIATE
FOR A
LOWER
PRICE WHEN
PURCHASING
REAL ESTATE.



THE
EXPECTATION
OF GIVING A
DISCOUNT?
SERIOUSLY?



„NEWLY
BUILT
CONDOS AND
SINGLE UNIT
HOMES
ARE PRICED
ON THE
EXPECTATION
OF GIVING A
DISCOUNT.

BECAUSE,
THE
TRUTH IS..



THEREFORE
DISCOUNTS
ARE POSSIBLE
UP TO 10%,
SO THEY'LL
GLADLY GIVE
YOU A DISCOUNT
OF, SAY, 5%.



FOR EXAMPLE, IN
THE CASE OF CONDO
UNITS, THE MARKET
VALUE IS A DIFFERENCE
OF 20%, SUBTRACTING
COST FROM SELLING
PRICE, DEDUCTING
10% IN ADVERTISING
FEES FROM THAT, THE
PROFIT COMES OUT
TO 10%. THAT'S
THE BUSINESS
MODEL.



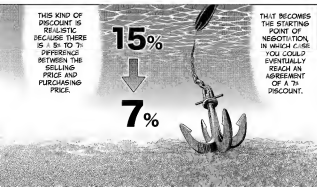
LIKE A
BOAT'S
ANCHOR?

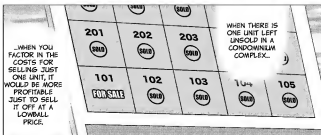
ANCHOR?



SO WE
MUST
GAUGE
WHERE TO
DROP THE
ANCHOR.

BUT WE'RE
LOOKING
FOR A
BIGGER
DISCOUNT.







THAT'S ALL
RIGHT TO DO.
AFTER ALL,
YOU'RE BUYING
SOMETHING
THAT'S CRAZY
EXPENSIVE.

ANYWAY... THE
THING TO DO IS
TO NOT BE SHY,
TO NOT THINK
YOU'RE BEING
RUDE, AND TO
BOLDLY SAY,
"PLEASE BRING
DOWN THE PRICE."



I SEE
NOW.
I FEEL
MUCH
BETTER.



OH...



YES,
PLEASE
DO.

SO I'LL
NEGOTIATE
WITH THE
OWNER.



HUH?

HEY.







IT'S CHOCK
FULL OF
SMALL
BUILDINGS.

TOKYO IS SO
COMPACTLY
ARRANGED.



THIS
PLACE
IS...

EVERYTHING
HERE IS AN
ASSET. IT'S
ALL MONEY,



...A FOREST
OF MONEY!

